

PATENT COOPERATION TREATY

PCT

NOTIFICATION OF ELECTION

(PCT Rule 61.2)

From the INTERNATIONAL BUREAU

To:

Commissioner
 US Department of Commerce
 United States Patent and Trademark
 Office, PCT
 2011 South Clark Place Room
 CP2/5C24
 Arlington, VA 22202
 ETATS-UNIS D'AMERIQUE
 in its capacity as elected Office

Date of mailing (day/month/year) 07 June 2001 (07.06.01)	
International application No. PCT/US00/23454	Applicant's or agent's file reference 991131PC
International filing date (day/month/year) 25 August 2000 (25.08.00)	Priority date (day/month/year) 27 August 1999 (27.08.99)
Applicant KARGMAN, James, B.	

1. The designated Office is hereby notified of its election made:

☒ in the demand filed with the International Preliminary Examining Authority on:
 22 March 2001 (22.03.01)

☐ in a notice effecting later election filed with the International Bureau on:

2. The election ☒ was
☐ was not

made before the expiration of 19 months from the priority date or, where Rule 32 applies, within the time limit under Rule 32.2(b).

The International Bureau of WIPO 34, chemin des Colombettes 1211 Geneva 20, Switzerland Facsimile No.: (41-22) 740.14.35	Authorized officer Eugénia Santos (Fax 338.87.40) Telephone No.: (41-22) 338.83.38
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REC'D 27 AUG 2001

INTERNATIONAL PRELIMINARY EXAMINATION REPORT PCT

(PCT Article 36 and Rule 70)

Applicant's or agent's file reference 991131PC	FOR FURTHER ACTION See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/US00/23454	International filing date (day/month/year) 25 August 2000 (25.08.2000)	Priority date (day/month/year) 27 August 1999 (27.08.1999)
International Patent Classification (IPC) or national classification and IPC IPC(7): G06F 17/60 and US Cl.: 705/1		
Applicant KARGMAN, JAMES B.		
<p>1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.</p> <p>2. This REPORT consists of a total of <u>2</u> sheets, including this cover sheet.</p> <p><input type="checkbox"/> This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).</p> <p>These annexes consist of a total of <u>0</u> sheets.</p>		
<p>3. This report contains indications relating to the following items:</p> <p>I <input checked="" type="checkbox"/> Basis of the report</p> <p>II <input type="checkbox"/> Priority</p> <p>III <input type="checkbox"/> Non-establishment of report with regard to novelty, inventive step and industrial applicability</p> <p>IV <input type="checkbox"/> Lack of unity of invention</p> <p>V <input checked="" type="checkbox"/> Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement</p> <p>VI <input type="checkbox"/> Certain documents cited</p> <p>VII <input type="checkbox"/> Certain defects in the international application</p> <p>VIII <input type="checkbox"/> Certain observations on the international application</p>		
Date of submission of the demand 22 March 2001 (22.03.2001)	Date of completion of this report 06 July 2001 (06.07.2001)	
Name and mailing address of the IPEA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231 Facsimile No. (703)305-3230	Authorized officer James P Trammell <i>Peggy Harwood</i> Telephone No. (703) 305-3900	

I. Basis of the report**1. With regard to the elements of the international application:***

- ☒ the international application as originally filed.
- ☒ the description:
pages 1-31 as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.
- ☒ the claims:
pages 32-35, as originally filed
pages NONE, as amended (together with any statement) under Article 19
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.
- ☒ the drawings:
pages 1-8, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.
- ☒ the sequence listing part of the description:
pages NONE, as originally filed
pages NONE, filed with the demand
pages NONE, filed with the letter of _____.

2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.

These elements were available or furnished to this Authority in the following language _____ which is:

- ☐ the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).
- ☐ the language of publication of the international application (under Rule 48.3(b)).
- ☐ the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).

3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:

- ☐ contained in the international application in printed form.
- ☐ filed together with the international application in computer readable form.
- ☐ furnished subsequently to this Authority in written form.
- ☐ furnished subsequently to this Authority in computer readable form.
- ☐ The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
- ☐ The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

4. ☐ The amendments have resulted in the cancellation of:

- ☐ the description, pages _____
- ☐ the claims, Nos. _____
- ☐ the drawings, sheets/fig _____

5. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).**

* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

** Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US00/23454

V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**1. STATEMENT**

Novelty (N)	Claims <u>1-11</u>	YES
	Claims <u>NONE</u>	NO
Inventive Step (IS)	Claims <u>1-11</u>	YES
	Claims <u>NONE</u>	NO
Industrial Applicability (IA)	Claims <u>1-11</u>	YES
	Claims <u>NONE</u>	NO

2. CITATIONS AND EXPLANATIONS (Rule 70.7)

Claims 1-11 meet the criteria set out in PCT Article 33(2)-(4) because neither Dedrick reference nor the Griebenow reference teach a method for creating customized direct-mail documents. Dedrick '521 teaches a system for providing advertisements to specific users. This differs from the Applicants teaching of a three-party system comprising: a direct-mail creation system, a user of the system who desires a customized direct-mail document and a direct-mail recipient who is to receive a direct-mail document and who was identified by the system to receive the direct-mail document. This also differs from the Griebenow and '542 Dedrick reference as they teach an electronic publication distribution system and electronic advertising distribution method using a video signal, respectively.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/23454**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(7) :G06F 17/30

US CL :705/14, 26, 27

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14, 26, 27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,724,521 A (DEDRICK) 03 March 1998 (03.04.98). All.	1-11
Y	US 5,604,542 A (DEDRICK) 18 February 1997 (18.02.97) All.	1-11
Y	US 5,850,520 A (GRIEBENOW et al.) 15 December 1998 (15.12.98) All.	1-11
A	US 5,283,731 A (LALONDE et al.) 01 February 1994 (01.02.94) All.	1-11
A	US 5,740,549 A (REILLY et al.) 14 April 1998 (14.04.98) All.	1-11
A	US 5,889,932 A (ADEGEEST et al.) 30 March 1999 (30.03.99) All.	1-11

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
E earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*G* document member of the same patent family
O document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

30 SEPTEMBER 2000

Date of mailing of the international search report

25 OCT 2000

Name and mailing address of the ISA/US
Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

JAMES P. TRAMMELL

Telephone No. (703) 305-9768

(19) World Intellectual Property Organization
International Bureau



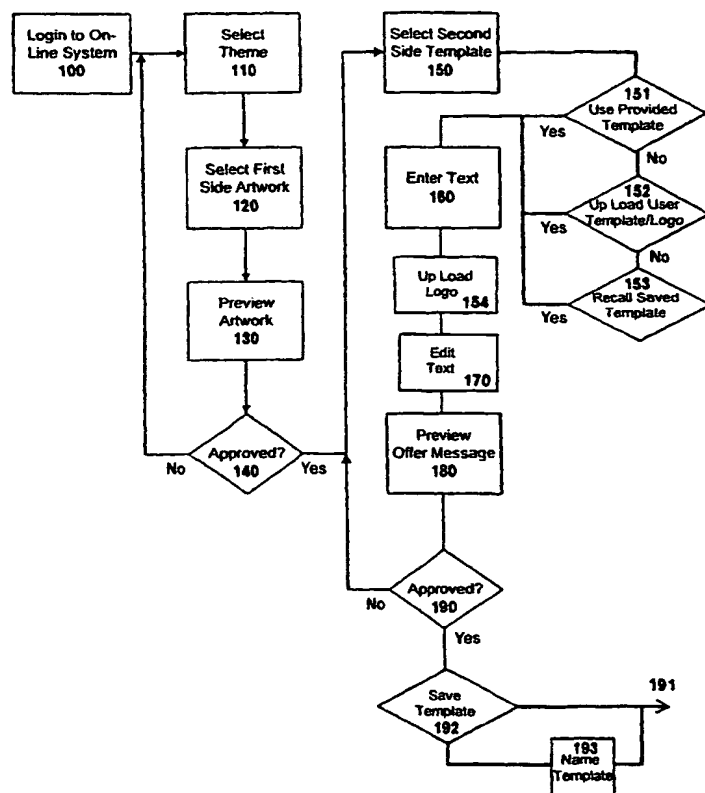
(43) International Publication Date
8 March 2001 (08.03.2001)

PCT

(10) International Publication Number
WO 01/16801 A1

- (51) International Patent Classification⁷: **G06F 17/30** (81) Designated States (*national*): AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CU, CZ, DE, DK, DZ, EE, ES, FI, GB, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW.
- (21) International Application Number: PCT/US00/23454
- (22) International Filing Date: 25 August 2000 (25.08.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/151,268 27 August 1999 (27.08.1999) US
- (71) Applicant and
(72) Inventor: KARGMAN, James, B. [US/US]; 2223 N. Burling, Chicago, IL 60614 (US).
- (84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:
— With international search report.
- (74) Agents: SILVERMAN, Howard, E. et al.; The Law Offices of Dick and Harris, Suite 3800, 181 W. Madison Street, Chicago, IL 60602 (US).
For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: AN ENHANCED SYSTEM FOR THE CREATION OF CUSTOM DESIGNED DIRECT MAIL ADVERTISING AND DESIGNATION OF RECIPIENTS THEREOF VIA THE INTERNET PROVIDING FOR USER SUPPLIER TEMPLATES



(57) Abstract: The present invention discloses a method for creating a custom designed direct mail advertisement and designing recipients thereof via the Internet and comprises the steps of: selecting from among one or more pre-defined designs (120) and templates for the front side of a direct mail advertisement; uploading templates (150), and logos (154), a design for the back side of the direct mail advertisement; specifying the text (170) that appears on the back side of direct mail advertisement logos; specifying one or more criteria that define the intended recipient class for the direct mail advertisement; compiling the list of recipients corresponding to the specified criteria by searching the database for name and addresses that match the specified criteria; and transmitting the advertisement and the list of intended recipients of same toward for printing pre-addressed individual copies of the designed direct mail advertisement for subsequent mailing thereof.

PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

To: HOWARD E. SILVERMAN
THE LAW OFFICES OF DICK AND HARRIS
181 W. MADISON STREET
SUITE 3800
CHICAGO IL 60602

PCT

NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT OR THE DECLARATION

(PCT Rule 44.1)

Date of Mailing
(day/month/year)

25 OCT 2000

Applicant's or agent's file reference
991131PC

FOR FURTHER ACTION See paragraphs 1 and 4 below

International application No.
PCT/US00/23454

International filing date
(day/month/year)
25 AUGUST 2000

Applicant
KARGMAN, JAMES B.

1. ☒ The applicant is hereby notified that the international search report has been established and is transmitted herewith.

Filing of amendments and statement under Article 19:

The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):

When? The time limit for filing such amendments is normally 2 months from the date of transmittal of the international search report; however, for more details, see the notes on the accompanying sheet.

Where? Directly to the International Bureau of WIPO
34, chemin des Colombettes
1211 Geneva 20, Switzerland
Facsimile No.: (41-22) 740.14.35

For more detailed instructions, see the notes on the accompanying sheet.

2. ☐ The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect is transmitted herewith.

3. ☐ With regard to the protest against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that:

☐ the protest together with the decision thereon has been transmitted to the International Bureau together with the applicant's request to forward the texts of both the protest and the decision thereon to the designated Offices.

☐ no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Further action(s):** The applicant is reminded of the following:

Shortly after 18 months from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau as provided in rules 90 *bis* 1 and 90 *bis* 3, respectively, before the completion of the technical preparations for international publication.

Within 19 months from the priority date, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later).

Within 20 months from the priority date, the applicant must perform the prescribed acts for entry into the national phase before all designated Offices which have not been elected in the demand or in a later election within 19 months from the priority date or could not be elected because they are not bound by Chapter II.

Name and mailing address of the ISA/US
Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Facsimile No. (703) 305-3230

Authorized officer

JAMES P. TRAMMELL

Telephone No. (703) 305-9768

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 991131PC	FOR FURTHER ACTION see Notification of Transmittal of International Search Report (Form PCT/ISA/220) as well as, where applicable, item 5 below.	
International application No. PCT/US00/23454	International filing date (<i>day/month/year</i>) 25 AUGUST 2000	(Earliest) Priority Date (<i>day/month/year</i>) 27 AUGUST 1999
Applicant KARGMAN, JAMES B.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☒ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

- a. With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item.
 - ☐ the international search was carried out on the basis of a translation of the international application furnished to this Authority (Rule 23.1(b)).
- b. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international search was carried out on the basis of the sequence listing:
 - ☐ contained in the international application in written form.
 - ☐ filed together with the international application in computer readable form.
 - ☐ furnished subsequently to this Authority in written form.
 - ☐ furnished subsequently to this Authority in computer readable form.
 - ☐ the statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.
 - ☐ the statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.

2. ☐ Certain claims were found unsearchable (See Box I).

3. ☐ Unity of invention is lacking (See Box II).

4. With regard to the title,

- ☒ the text is approved as submitted by the applicant.
- ☐ the text has been established by this Authority to read as follows:

5. With regard to the abstract,

- ☐ the text is approved as submitted by the applicant.
- ☒ the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box III. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. The figure of the drawings to be published with the abstract is Figure No. 3a

- ☐ as suggested by the applicant.
- ☐ because the applicant failed to suggest a figure.
- ☒ because this figure better characterizes the invention.

☐ None of the figures.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/23454

Box III TEXT OF THE ABSTRACT (Continuation of item 5 of the first sheet)

The technical features mentioned in the abstract do not include a reference sign between parentheses (PCT Rule 8.1(d)).

The abstract is too long (PCT Rule 8.1(b)). The abstract must be less than 150 words, or 200 words when no Figure is to be published.

NEW ABSTRACT

The present invention discloses a method for creating a custom designed direct mail advertisement and designing recipients thereof via the Internet and comprises the steps of: selecting from among one or more pre-defined designs (120) and templates for the front side of a direct mail advertisement; uploading templates (150), and logos (154), a design for the back side of the direct mail advertisement; specifying the text (170) that appears on the back side of a direct mail advertisement logos; specifying one or more criteria that define the intended recipient class for the direct mail advertisement; compiling the list of recipients corresponding to the specified criteria by searching the database for name and addresses that match the specified criteria; and transmitting the advertisement and the list of intended recipients of same toward for printing pre-addressed individual copies of the designed direct mail advertisement for subsequent mailing thereof.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US00/23454

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/30
US CL : 705/14, 26, 27

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14, 26, 27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,724,521 A (DEDRICK) 03 March 1998 (03.04.98). All.	1-11
Y	US 5,604,542 A (DEDRICK) 18 February 1997 (18.02.97) All.	1-11
Y	US 5,850,520 A (GRIEBENOW et al.) 15 December 1998 (15.12.98) All.	1-11
A	US 5,283,731 A (LALONDE et al.) 01 February 1994 (01.02.94) All.	1-11
A	US 5,740,549 A (REILLY et al.) 14 April 1998 (14.04.98) All.	1-11
A	US 5,889,932 A (ADEGEEST et al.) 30 March 1999 (30.03.99) All.	1-11

☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
E earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*G* document member of the same patent family
O document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

30 SEPTEMBER 2000

Date of mailing of the international search report

25 OCT 2000

Name and mailing address of the ISA/US
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